



Does your word processor chop, slice, grind, shred, and purée?

All too many word processing programs can make mincemeat out of your ideas. They force you to adapt your writing to the computer's needs, when it should be the other way around.

That's why you need THE WRITE STUFF,[™] the word processing program designed for people who care more about words than processing. It brings a command structure of decisive simplicity to the sophisticated functions of state-of-the-art word processing. Developed for Harper & Row by Intentional Educations, Inc., co-developers of *The Bank Street Writer*[™]—the best-selling children's word processor—THE WRITE STUFF outstrips in ease of use, and in performance, programs that sell for up to five times its price.

In less than twenty minutes, anyone using THE WRITE STUFF for the first time will have almost complete mastery of its functions. Write on the easy-

to-use write/edit screen, and then select among the nine user-programmable formats to quickly put your text in the shape you want, whether formal or informal letter; report; novel; recipe; or memorandum. This program's virtual-memory architecture allows you to edit documents larger than the computer's memory; individual files can be up to thirty pages long, and for longer documents you can link files.

THE WRITE STUFF is fully screen oriented. You always know where you are and how to get where you want to go. THE WRITE STUFF performs each function with a single keystroke. Its menus and prompts provide you with clear and instantaneous reference and a help screen is always available at the touch of a key. You'll never get trapped while writing and will never have to use convoluted keystrokes (or relabel your keyboard) to execute commands.



This program provides top-flight word processing features. Among them are:

- Wordwrap
- Centering
- Justification
- Underline and **boldface**
- Word count
- Find specific words automatically
- Automatic save
- Undo
- Four-side margin set
- Indentation
- Tabs
- Headers
- Insert text from one file into another
- Plain language file titles and first-line file reference for speedy and accurate document location
- Link files for continuous editing or printing of a lengthy document
- Automatically formats text for printing
- Automatic or controlled pagination (top or bottom) and controlled page breaks
- Printer pause
- Works with any Apple-compatible printers and modems
- Two kinds of flashing cursor location indicators—square or underline
- Black-on-white or white-on-black screen viewing options

A large type, easy-reading forty column format from which you can instantly switch (toggle) to another format that shows you exactly what your printed document will look like. And you can write and edit in either format! (This feature saves you the expense of an 80-column card.)

While writing or editing, you can move THE WRITE STUFF's cursor keys by character, word, line, sentence, or paragraph. You can delete, move, and insert any amount of text; jump from the beginning to the end of your document; and global search and replace words and phrases. (The global search and replace function has an "all or some" option and it works throughout linked files.) You can also locate or proofread material by scrolling forward or backward through your text at any of nine different speeds.

If you have second thoughts about a change that you've already made, you can undo your previous command in one step. Deletions will magically reappear. Moved text will move itself back. Most importantly, THE WRITE STUFF automatically saves your writing so that you don't have to worry about losing material.

Compared to the other best-selling word processing programs now available, **THE WRITE STUFF** clearly provides the best value for your money. And it's easier to use.

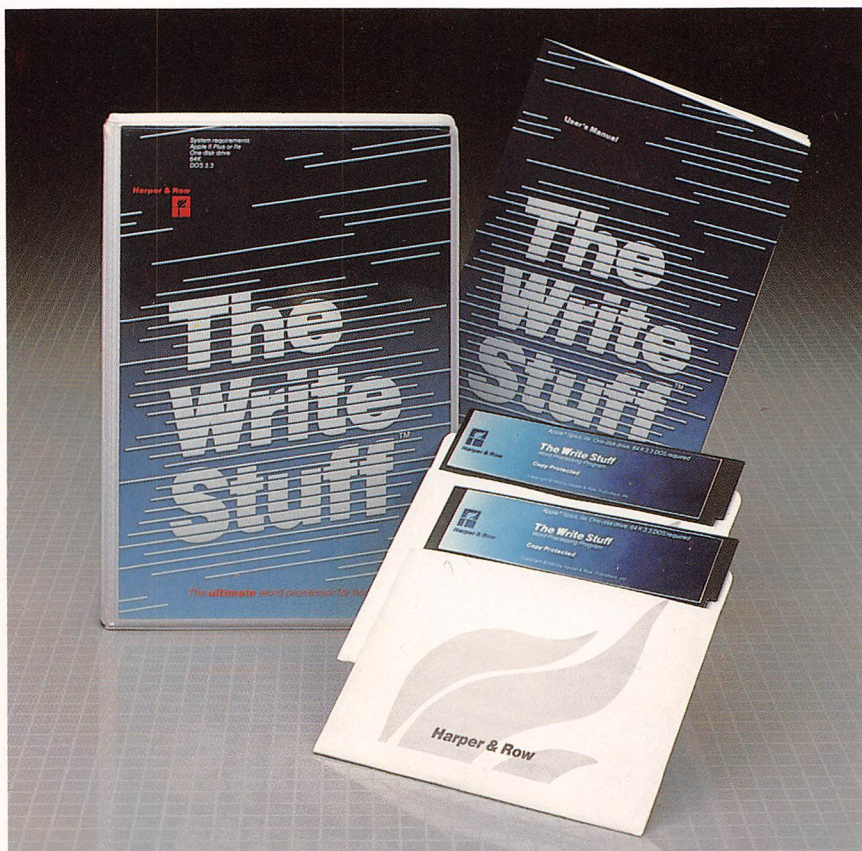
	\$49.95 Homeword™	\$50 Cut & Paste™	\$69.95 Bank Street Writer™	\$99.95 THE WRITE STUFF™	\$149.95 Magic Window II™	\$195 Apple Writer II™	\$495 Wordstar™
Word Count	no	no	no	x	no	no	no
CURSOR MOVEMENT by character	x	x	x	x	x	x	x
word	x	no	no	x	no	no	x
line	x	x	x	x	x	no	x
sentence	no	no	no	x	no	no	no
block (paragraph)	no	no	no	x	no	no	no
INSERT by character	x	x	x	x	x	x	x
word	x	x	x	x	no	x	x
line	x	x	x	x	x	x	x
sentence	x	x	x	x	no	no	no
block	x	x	x	x	no	x	x
DELETE by character	x	x	x	x	x	x	x
word	x	no	no	x	no	x	x
line	x	x	x	x	x	no	x
sentence	no	no	no	x	no	no	no
block	no	no	x	x	no	x	x
Block move	x	x	x	x	no	x	x
Global replace	x	no	x	x	x	x	x
Global search and replace	x	no	no	x	no	no	x
Variable speed scrolling	no	no	no	x	no	no	x
Jump to beginning/end of text	x	x	x	x	x	x	x
Underline and boldface	x	no	no	x	x	x	x
Centering	x	no	x	x	x	x	x
Right justification	x	no	no	x	x	x	x
First-line file reference	no	no	no	x	no	no	no
Link files	x	x	x	x	x	x	x
File back-up/crash recovery	x	x	no	x	x	no	x
Virtual memory (holds files as long as thirty pages)	no	no	no	x	no	no	x
SCREEN FORMATTING: margins	x	x	x	x	x	x	x
tabs	x	x	no	x	x	x	x
columns	x	x	no	x	no	x	x
page width/length	x	x	x	x	x	no	x
Display on screen exactly what will be printed	no	no	no	x	x	no	x
Automatic pagination	x	x	x	x	x	x	x
Triple line spacing	x	no	x	x	no	x	x
Automatic save	no	no	no	x	no	no	no
Overstrike	x	no	no	x	x	x	x
Undo ANY change in one keystroke	no	no	no	x	no	no	no

If you are looking for your first word processor and want something simple enough to start with and yet capable of meeting your needs for a lifetime, you want **THE WRITE STUFF**. If you already own a word processor and are frustrated by its poorly written instructions, and overly complicated or inadequate functions, you need **THE WRITE STUFF**. And once you have **THE WRITE STUFF**, files from other Apple DOS word processors can be translated into **WRITE STUFF** files.

For powerful word processing made easy, get **THE WRITE STUFF**. It's just what you'd expect from a company that's been working with writers for more than 150 years.



**Harper & Row Electronic
and Technical Publishing**



The Ultimate Word Processor for Home and Office

**For the Apple® II Plus and IIe
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The complete package of THE WRITE STUFF includes a program disk and a back-up disk; a user's manual which provides a tutorial; and warranty and registration cards. We provide customer support to all registered users. \$99.95 at computer stores, software retailers, and bookstores (ISBN 0-06-668001-8).

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"Clearly, Harper has done its homework. Everybody wants a WP program that is both easy to use and loaded with features. And Harper does deliver a well-written manual and some features that are unusual for a bargain-priced program."

—Wall Street Computer Review

COMING IN SUMMER '84

THE WRITE STUFF for the IBM PC and PCjr.
128K One Disk Drive \$99.95



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and Technical Publishing**

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